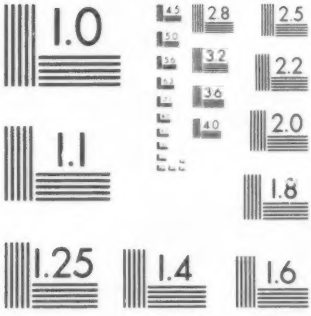

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ABSTRACT

Considerations in selecting a college were studied with a random sample of 768 freshmen admitted to the University of California (UC), Davis, in fall 1984. Major findings are: freshmen admitted to UC Davis had considerable breadth of knowledge about many other colleges and academic programs; over 80 percent applied to colleges besides UC Davis; most students who applied elsewhere were accepted by at least one college besides UC Davis; location and academic quality factors were the main reasons matriculants chose to attend UC Davis; compared to matriculants, students who chose not to come to UC Davis applied to more colleges, to a wider variety of colleges, and to more out-of-state colleges than did matriculants; no one college campus stood well above the others in terms of attracting nonmatriculants; nonmatriculants most often chose to attend California private colleges or out-of-state colleges; and the top three colleges chosen by nonmatriculants were California State University, San Luis Obispo, Stanford University, and the University of Santa Clara. Distinctions between matriculants and nonmatriculants by fields of study are also noted for: (1) engineering majors and (2) students in the Colleges of Letters and Science and Agricultural and Environmental Sciences. (SW)

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The College Selection Process of Freshmen Admitted to UC Davis

THE RANGE OF CHOICE

Bonnie L. MacKenzie

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Project Leader: Bonnie MacKenzie
Programmers: Bernard Yaklin, Paul Kwinn
Supervision of interviewers: Celeste Hunziker, Art Amos, Bernard Yaklin
Report preparation: Sandy Fisher
Telephone interviewers: Beth Allard, Laurie Bell, Teresa Hill, Gloria Macaraeg, Elizabeth Macfie, Ed McGinty, Lachelle Revis, Paul Rogers, Carol Spanfelner, Kori Stephens

THE COLLEGE SELECTION PROCESS OF FRESHMEN ADMITTED TO UC DAVIS: THE RANGE OF CHOICE
Executive Summary

This report, the first of several based on a telephone survey of freshmen admitted to UC Davis, focuses on the college application and matriculation decisions of admitted students. A random sample of 768 freshmen admitted for Fall 1984 were telephoned in June 1984 and asked which colleges they considered attending, which they applied to, and which colleges accepted them. Students who planned to attend college elsewhere were asked where they planned to matriculate and why. The major findings of this report are:

1. Freshmen admitted to UC Davis had considerable breadth of knowledge about many other colleges and academic programs. Over 80% of them applied to colleges besides UC Davis, most often to California State University (CSU) campuses. Over a third of students applied to private California colleges and a quarter applied to out-of-state colleges.

2. Most students who applied elsewhere were accepted by at least one college besides UC Davis.

3. Acceptance rates at other California colleges for students admitted to UC Davis ranged from very low (Stanford) to very high (all CSU campuses except San Luis Obispo).

4. Most matriculants would have attended UC Davis even if not admitted to their preferred major. However, engineering matriculants did not follow this pattern: half of them would not have attended UC Davis unless admitted to their first-choice major.

5. Location and academic quality factors were the main reasons matriculants chose to attend UC Davis. Location factors included being close to or far from home and being close to recreational opportunities in the San Francisco Bay area and the mountains. For non-matriculants, important choice factors were location, academic quality, a small college, and low cost.

6. Students who chose not to come to UC Davis seem to have managed their college selection process in substantially different ways than did matriculants. As a group, non-matriculants applied to more colleges, to a wider variety of colleges, and to more out-of-state colleges. Although some of these differences were due to non-matriculant engineering students applying to multiple UC campuses, the results also hold true for other non-matriculants.

7. No one college campus stood well above the others in terms of attracting non-matriculants. Instead, the picture was one of diversity of choices. The three largest competing colleges garnered about 10% of non-matriculants each, while most of the 98 competing colleges attracted fewer than one percent of non-matriculants.

8. Non-matriculants most often chose to attend California private colleges or out-of-state colleges.

9. The top three colleges chosen by non-matriculants were CSU San Luis Obispo, Stanford University, and the University of Santa Clara.

Introduction

College freshmen present themselves at UC Davis each fall with educational and personal backgrounds unknown to all but the admissions office and perhaps a handful of campus advisors and friends. How and why they arrived at their college choice are typically known only to the students themselves. Even less information is known about the college choices of admitted freshmen who do not matriculate. What factors caused them to apply to UC Davis, and what other colleges did they finally choose?

This report, the first of several on students who were admitted to UC Davis for Fall 1984, focuses specifically on the college application and matriculation decisions of admitted students. How broad was their college search: was it in-state, regional, or national? Which colleges did they consider and apply to, how did they rank other colleges relative to UC Davis, and how successful were they in gaining admission? For non-matriculants, what colleges did they decide to attend and why?

These questions, and others to be addressed in future reports, were asked of a sample of 768 admitted freshmen contacted by telephone in May and June 1984 by Student Affairs Research and Information at UC Davis. Ninety-two percent of the students contacted agreed to participate in the 20-minute interview. The survey was limited to regularly admissible California residents who were not redirects from other UC campuses and who had fewer than 12 transfer units. These restrictions resulted in a fairly homogeneous population of students, the majority of whom were completing their final year in high school at the time of the survey. Such "high school admits," as they are called, typically comprise three-fourths of admitted students each year.

In studying the college selection process of students admitted to UC Davis, one central task is to identify the other colleges to which students apply and gain admission. Another task is to identify the college that non-matriculants choose to attend. The University of California application process for 1984 college entrants differed from previous years in that students applying to engineering majors were permitted to apply to more than one UC campus. As in the past, however, multiple filing was not permitted for other majors. Thus any analysis of survey responses that combined engineering and non-engineering applicants would obscure important differences in the particular colleges and in the number of colleges selected for application. For these reasons, the survey sample was stratified by the undergraduate college that admitted the student (engineering vs. non-engineering) and by whether the student planned to enroll at UC Davis. Thus separate results are available for four groups: non-engineering and engineering applicants who did and did not matriculate.

The telephone survey encountered 42 students who were admitted to the Colleges of Letters and Science and Agricultural and Environmental Sciences (L&S/A&ES) but who had by self-report applied to the College of Engineering.[1] For the purposes of this report, these students were

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[1] These students were offered and accepted a major in L&S or A&ES after not being accepted into Engineering due to high student demand for engineering majors.

excluded from analysis because, as noted above, they had faced a very different college selection process than other students admitted to L&S/A&ES. (In a study of college choice, sample selection according to undergraduate college applied to--rather than the admit college--would have been preferable, but population statistics on which to base such a sample were not available.) The exclusion of 42 students, most of whom were L&S non-matriculants, left a sample of 726 (see Table 1).

TABLE 1
FRESHMEN ADMITTED TO UC DAVIS FOR FALL 1984

	Sample			Population		
	L&S/A&ES	Engr.	Total	L&S/A&ES	Engr.	Total
Matriculants	205	168	373	2582	438	3020
Non-matriculants	218	135	353	1244	456	1700
Total	423	303	726	3826	894	4720

The sample size for each of the four strata was designed to yield estimates accurate to within ±5% with a 5% chance of being wrong. That is, if for a given strata 20% of the sample say they applied to CSU San Luis Obispo, that figure is accurate to within ±5%. The obtained sample is accurate to this degree except for engineering non-matriculants, a strata which is accurate to within ±6% with (the same) 5% chance of being wrong.

Applications to Other Colleges

The college decision process differs according to the interests, resources, and qualifications of each individual student. Some students apply to one local school after hearing a few things about the school, while others visit schools both in-state and out-of-state, review college promotional information and college guides, and consult with friends and family before making their decision. A national survey of freshmen entering college in Fall 1984 indicates that about two-thirds of freshmen entering public universities apply to more than one college. The survey, conducted by the Cooperative Institutional Research Program (CIRP),[2] divides public universities into selectivity categories depending on the SAT scores of entering freshmen. About 54% of students entering universities of low selectivity applied to more than one college, as did 67% and 81% of students entering universities of medium and high selectivity. These results suggest that students who score well on SAT tests apply to more colleges, a possibility that will be explored for Davis admits in a future report.

[2] The American Freshman: National Norms for Fall 1984. Cooperative Institutional Research Program. American Council on Education/UC Los Angeles: December 1984. p. 62.

In the present study, 76% of matriculants and 95% of non-matriculants applied to colleges besides UC Davis. Of all admitted students, 82% applied to other colleges. L&S/A&ES admits were far more likely to restrict themselves to UC Davis than were engineers. Non-matriculants applied to more colleges and a wider variety of colleges than students who chose UC Davis, and engineering applicants applied to more colleges than other applicants, as would be expected in this population (see Table 2). These counts do not include application for admission to California community colleges, which do not require application in advance of registration.

TABLE 2
NUMBER OF OTHER COLLEGES APPLIED TO

Number of Other Colleges	UC Davis Matriculants		UC Davis Non-Matriculants		Public Universities New Freshmen[1]
	L&S/A&ES (n=205)	Engr. (n=168)	L&S/A&ES (n=216)	Engr. (n=135)	(n=388,483)
None	27.8	13.1	6.0	0.7	34.4
One	42.4	26.2	25.7	11.9	17.1
Two	21.0	32.7	26.1	23.0	17.8
Three	6.3	15.5	16.5	22.2	14.0
Four	2.0	9.5	14.7	25.9	7.4
Five	0.5	3.0	5.5	10.4	4.4
Six or more	0.0	0.0	5.5	5.9	4.8
Mode	1	2	2	4	0
Range	0-5	0-5	0-8	0-9	--

[1] Ibid., p.46. Refers to freshmen entering all public universities regardless of the universities' selectivity level.

Admitted freshmen applied to a total of 185 different colleges, the most popular type of college being California State University (CSU). Nearly half the freshmen accepted to UC Davis applied to CSU, roughly a third applied to a California private college, and a quarter applied outside California. Among engineering applicants, 65% applied to other UC campuses besides UC Davis (see Table 3).

TABLE 3
APPLICATIONS BY COLLEGE TYPE
(in percent of students)[1]

Type of College	Matriculants (n=373)	Non-Matriculants (n=353)	Total[2] (n=726)
California State University	51	45	49
Private California College	26	55	36
Out-of-State College	14	42	24
University of California besides UC Davis (Engineering only)	53	77	65

[1]Percentages will not sum to 100 because many students applied to more than one type of college.

[2]Totals on this and subsequent tables are not simple averages of columnar results because of statistical weights applied to each of the four strata.

The most popular colleges for both engineering and non-engineering admits were CSU San Luis Obispo (22% of applications) and Stanford University (18%). Table 4 lists the 38 colleges that received applications from at least 1% of students.

Acceptances to Other Colleges

A student's decision to attend UC Davis is in part dependent on whether any other college accepts him or her. In this study one in four matriculants applied only to UC Davis, as did one in 20 nonmatriculants. But the great majority of students (82%) applied to other colleges besides UC Davis, and most students (88%) who applied elsewhere were accepted elsewhere. Seven in ten matriculants who applied elsewhere were admitted to at least one other college, and virtually all non-matriculants who applied to other colleges were accepted somewhere.

The success of UC Davis admits in gaining admission to other colleges varied by the type of college and by their field of study (see Table 5). With one exception, UC Davis admits had no particular trouble gaining admission to CSU campuses. The exception was CSU San Luis Obispo, which admitted about three-quarters of UC Davis admits. CSU San Luis Obispo generally admits only 35-45% of its freshman applicants due to extreme demand for its programs in applied agricultural subjects and engineering.

Engineer's admission rates at other UC campuses varied with the campus; UC Berkeley and UC Los Angeles rejected about half the engineering applicants accepted to UC Davis; UC San Diego and UC Santa Barbara accepted all UC Davis engineering admits who applied to those schools.

Admission rates for UC Davis admits at the most popular California private colleges ranged from 16% (Stanford University) to 100% (University of the Pacific). Stanford, the west coast's premiere private college, generally admits only 15% of its freshman applicants. Harvey Mudd College, a

small selective college near Los Angeles that specializes in engineering and sciences, accepted two-thirds of Davis admits, and the University of Santa Clara, which generally admits two-thirds of its applicants, admitted 82% of UC Davis admits.

TABLE 4
COLLEGES TO WHICH ADMITTED FRESHMEN APPLIED[1]
(in percent of students)

College	L&S/A&ES (n=423)	Engineering (n=303)	Total (n=726)
CSU San Luis Obispo	19	38	22
Stanford University	15	29	18
UC Berkeley	--	46	10
CSU Sacramento	9	7	8
CSU Chico	8	3	7
University of Santa Clara	7	6	7
CSU San Jose	4	6	5
University of the Pacific	5	3	4
CSU Pomona	4	5	4
UC Los Angeles	--	21	4
University of Southern Calif.	3	3	3
CSU San Diego	3	3	3
CSU San Francisco	3	1	3
UC Santa Barbara	--	12	3
CSU Fresno	3	2	3
St. Mary's College of Calif.	3	0	2
University of Colorado, Boulder	2	1	2
UC San Diego	--	8	2
Cornell University	2	2	2
Princeton University	2	2	2
CSU Humboldt	2	0	2
Oregon State University	2	2	2
University of San Francisco	2	0	2
Harvey Mudd College	1	7	2
Dartmouth College	2	1	1
Yale University	2	1	1
Colorado State University	2	0	1
University of Oregon	2	0	1
Massachusetts Inst. of Tech.	0	5	1
Brown University	1	1	1
Occidental College	1	0	1
Pomona College	2	0	1
University of Notre Dame	1	1	1
Harvard-Radcliffe University	1	1	1
Tufts University Jackson College	1	1	1
US Air Force Academy	0	4	1
Calif. Institute of Technology	0	4	1
UC Irvine	--	4	1

[1]Includes colleges that received applications from at least 1% of students.

TABLE 5
ACCEPTANCE RATES FOR THE 16 MOST POPULAR COLLEGES

College	Number of Applications			% UC Davis Admits Accepted at that College		
	L&S/ A&ES	Engr.	Total	L&S/ A&ES	Engr.	Total
California State Univ.						
Chico	33	9	42	100	100	100
Fresno	13	7	20	100	100	100
Pomona	16	14	30	95	100	96
Sacramento	33	22	55	100	100	100
San Diego	13	9	22	100	100	100
San Jose	17	19	36	100	100	100
San Luis Obispo	85	112	197	75	79	76
University of California						
Berkeley	--	137	--	--	59	--
Los Angeles	--	59	--	--	54	--
San Diego	--	24	--	--	100	--
Santa Barbara	--	34	--	--	100	--
Private Calif. Colleges						
Harvey Mudd	6	20	26	67	66	67
Stanford	74	84	158	15	22	16
Univ. of Pacific	24	9	33	100	100	100
Univ. of Santa Clara	38	18	56	78	100	82
Univ. of So. Calif.	14	8	22	87	81	87

Consideration of Community Colleges and Other UC Campuses

Not all colleges require application far in advance of registration. Most students attending a public community college in California, for example, do not apply and register until a few weeks before the start of classes. To assess the propensity to apply at community colleges among the high school seniors in this survey, students were asked whether during the last year they had seriously considered starting their college education at a California community college. About one-fifth of admitted students had done so, but the community college of their choice was not usually their preferred college. As shown below, only 6% of Davis non-matriculants attended a community college.

Because only engineering applicants could apply to more than one UC campus, any list of colleges to which non-engineering applicants applied does not reflect their preferences for various UC campuses. Therefore, students were asked directly about their consideration and ranking of other UC campuses. Almost two-thirds of admitted students (64%) said they had considered attending other UC campuses, most often UC Berkeley (37%), UC Santa Barbara (19%), and UC Los Angeles (19%). Engineering applicants were more likely than others to report having considered another UC campus,

particularly UC Berkeley and UC Los Angeles (see Table 6).

TABLE 6
PERCENT OF STUDENTS WHO CONSIDERED ATTENDING
OTHER UC CAMPUSES

Campus	L&S/A&ES (n=423)	Engineering (n=303)	Total (n=726)
Berkeley	32	59	37
Irvine	5	6	5
Los Angeles	16	29	19
Riverside	4	2	4
San Diego	14	14	14
Santa Barbara	20	17	19
Santa Cruz	10	5	9
Any UC Besides Davis	59	81	64

Students were also asked to rank the UC campuses they had considered attending according to their preferences when they applied to UC. Fifty-eight percent of admitted engineering students preferred UC Davis, 30% preferred UC Berkeley, and 12% preferred other UCs (see Table 7). Regardless of these preferences among UC campuses, UC Berkeley was not the major school chosen by engineering non-matriculants, although UC in general attracted substantial numbers of them (see Enrollment Decisions below). Of course virtually all L&S/A&ES students, who were restricted to application at one UC campus, ranked UC Davis first.

Engineering admits who preferred UC Berkeley to UC Davis cited its overall reputation, the reputation of its engineering department, and location factors as reasons for selecting Berkeley. Engineers who ranked UC Davis first cited the smaller campus size, location factors, and the academic quality of the major and campus. Among Davis engineering matriculants, 20% would have preferred to go to UC Berkeley at the time they applied to UC.

TABLE 7
FIRST-CHOICE UC CAMPUS OF ENGINEERING STUDENTS
(in percent of students)

Campus	Matriculants (n=168)	Non-Matriculants (n=135)	Total (n=303)
Davis	76	41	58
Berkeley	20	39	30
Los Angeles	2	10	6
Santa Barbara	0	6	3
Other UC Campuses	2	4	3

Enrollment Decisions

Decisions as to which college to attend reflect a balance of many considerations, including college quality, availability of majors, location, and an assortment of preferences for different social, cultural, and physical environments. A forthcoming report will discuss what students were looking for in a college and how UC Davis met, or failed to meet, their particular preferences. For the purposes of this report, however, student preferences are summarized statistically, using preference rankings and self-reports of which colleges students planned to attend.

Students ranked the colleges to which they applied according to their preferences when they filled out college applications. These rankings should be viewed as loose measures of college preferences because of the complexities of the decision process involved. Rankings show that UC Davis was the first-choice college for 66% of accepted freshmen and was the second choice for 20%. Predictably, matriculants were far more likely than non-matriculants to rank UC Davis first (86% versus 29%). Some students chose not to come to UC Davis even though they ranked it first, reflecting some of the complexities involved in college rankings. Over one-third of L&S/A&ES non-matriculants ranked Davis first, as did 13% of engineering non-matriculants. Some of these students had two first-choice colleges and chose to attend the other one, some had changed their minds between the time they applied to college and when they made their final decision, and some indicated that the decision between UC Davis and the other college was a difficult one.

Conversely, some students came to UC Davis even though it was not their first-choice college. Ten percent of L&S/A&ES matriculants and 39% of engineering matriculants preferred some other college, according to their rankings. These students either were not admitted to their first-choice college, said they could not rank their college preferences, or had some personal circumstance that interfered with attending another college.

Most L&S/A&ES matriculants (87%) said they would have attended UC Davis even if they were not admitted to their preferred major. Engineers, however, were more insistent on their particular majors; less than half (46%) of engineering matriculants said they would have come to Davis if not admitted to their major. Non-matriculants in general were more focused on their majors than matriculants: 64% of L&S/A&ES and 34% of engineering non-matriculants said they would still attend their chosen college if not given their preferred major.

Freshman non-matriculants attended 98 different colleges in 23 states. The greatest number (34%) attended California private colleges, followed by out-of-state colleges (26%), CSUs (19%), other UCs (14%) and California Community Colleges (6%). The types of colleges attended differed markedly for engineering and L&S/A&ES non-matriculants (see Table 8). Almost one-third of L&S/A&ES non-matriculants left California to attend college, whereas only one in ten engineering non-matriculants left the state, most selecting UC instead. Non-matriculants in arts and humanities mainly attended out-of-state colleges, as did some social science students. Non-matriculants in business, biological and physical sciences, and social sciences tended to enroll at private California colleges.

TABLE 8
TYPE OF COLLEGE ATTENDED BY NON-MARTICULANTS
(in percent of students)

Type of College	L&S/A&ES (n=194)	Engineering (n=132)	Total (n=326)[1]
California private	38	24	34
Out-of-State	32	11	26
California State University	19	21	19
University of California	4	42	14
California Community College	8	2	6

[1]This total excludes 27 non-matriculants who chose not to attend college at all or who were undecided about which college to attend at the time of the survey.

No one college campus stood well above the others in terms of attracting UC Davis non-matriculants. Instead, the picture was one of diversity of geographic and academic choices (see Table 9). The three largest competing colleges garnered about 10% of non-matriculants each, and most (81%) of the 98 competing colleges attracted fewer than one percent of non-matriculants.

The three colleges attracting the most non-matriculants were CSU San Luis Obispo (13% of non-matriculants), Stanford University (10%), and the University of Santa Clara (9%). The top competitor, CSU San Luis Obispo, was the most popular school for non-engineering as well as engineering nonmatriculants; it attracted students interested in biological and physical sciences, business, and computers, as well as engineering. In addition to these types of students, Stanford also attracted students interested in the social sciences. The University of Santa Clara, a small Catholic university located near San Jose, attracted a wide variety of students, including more students interested in business majors than any other school. Note that both CSU San Luis Obispo and the University of Santa Clara offer undergraduate business majors, while UC Davis does not.

Students who matriculated at UC Davis were nearly as diverse but apparently not as geographically or financially flexible as those who did not matriculate. When asked what college they would have attended had they not come to UC Davis, most indicated a CSU (44%) or another UC campus (28%). Only one in eight said they would have gone out-of-state (11%) or to a private college in California (14%). These figures substantiate the idea that many UC Davis matriculants choose the most selective California institution they can afford.

TABLE 9
COLLEGES CHOSEN BY NON-MATRICULANTS
(in percent of non-matriculants)

College Name	L&S/A&ES (n=194)	Engineering (n=132)	Total (n=326)
CSU San Luis Obispo	11	17	13
Stanford University	9	11	10
University of Santa Clara	10	5	9
UC Berkeley	1	25	8
University of the Pacific	4	1	3
Brigham Young University	3	0	2
Occidental College	3	0	2
CSU Sacramento	2	2	2
University of Southern Calif.	2	0	1
UC Santa Barbara	1	5	2
Harvard-Radcliffe Univ. (Mass.)	1	0	1
University of Puget Sound (Wash.)	1	0	1
St. Mary's College of Calif.	1	0	1
Whitman College (Wash.)	1	0	1
Willamette University (Oregon)	1	0	1
Diablo Valley College	1	0	1
UC San Diego	1	5	2
CSU Pomona	1	1	1
UC Los Angeles	0	7	2
Other Colleges	43	21	39

Reasons for College Choice

When matriculants were asked why they chose UC Davis rather than their second-choice college, they mentioned location and academic quality issues most often (see Table 10). Location factors (noted by 38% of matriculants) included being close to (or far from) home, as well as being close to recreation areas like the beach or mountains. The academic quality of the campus and the academic quality of their chosen major were each cited by about one-third of matriculants.

When non-matriculants were asked why they chose their planned college rather than UC Davis, they cited location factors (50%), the relatively small size of their chosen college (31%), superior academic quality in their major (27%), low cost (16%), overall academic quality of the college (14%), and a particular religious or subject-orientation of their preferred campus (11%). (Some students explicitly said they wanted a liberal arts college, a private college, or a religious school.)

TABLE 10
REASONS FOR CHOOSING A COLLEGE
(in percent of students)

Reason	Matriculants (n=373)	Non-Matriculants (n=326)
Location Factors	38	50
Academic Quality of College	35	14
Academic Quality of Major	34	27
Recommendations of Family/Friends	17	12
Small Size College	10	31
Friendly/Community Spirit at Campus	10	4
Able to Get In	9	3
Low Cost/Good Financial Aid	9	16
Attractive Campus	8	1
College Activities/Sports	4	5
Big College	3	1
Social/Political Atmosphere	2	2
Good Facilities/Services	2	1
Career Prospects	2	2
College In or Near Urban Area	1	3
Religious/Private/Liberal Arts Emphasis	1	11

The prevalence of location factors among the reasons for college choice should be noted, if only because location is one factor that colleges can exploit but not change. Although some individuals were seeking a new and distant environment, they were in the minority: far more students said they wanted to be close to home than far from home. A controllable factor, academic quality, is the single most important factor for students choosing UC Davis if the comments reflecting the quality of the major and the campus overall are combined. These academic quality factors summarize student comments about overall academic reputation, high national ranking, research accomplishments of faculty, good teaching, diverse academic programs, a good general education, and the quality of students and graduates of UC Davis. Career preparation and prospects are far down on the list of reasons for choosing a college, indicating that although career preparation may be an important reason for going to college, it is not an important factor for choosing BETWEEN different colleges for most students.

A sizeable proportion of non-matriculants attended small colleges and cited the small size as one reason for going there. This factor was second only to location as a reason non-matriculants gave for selecting their college. Apparently UC Davis is popular among some students whose basic desire is for a small campus, often one with a special curricular emphasis such as liberal arts or religious studies. Academic quality was not as strong a justification for college choice among non-matriculants as among matriculants, even though the schools chosen by non-matriculants were among the most selective in the state and country. This response pattern may be due to students' reluctance to tell telephone interviewers from UC Davis that the academic quality of their chosen school was higher; that is, they may have hesitated to state their opinion that UC Davis was less

prestigious. Further analysis of the reasons for choosing particular colleges may shed light on this matter.

Conclusion

The colleges to which admitted students applied were substantially different in kind than those they attended if they did not choose UC Davis. Although CSU campuses ranked highest in terms of common applications, California private colleges ranked highest in terms of attendance by non-matriculants. Obviously, the students less likely to attend UC Davis were often those who were academically qualified to gain entrance to the kinds of private and out-of-state colleges noted in this survey. Also, these students must have qualified for substantial financial aid packages or paid tuition from personal funds.

Students who chose not to come to UC Davis seem to have managed their college selection process in substantially different ways than did matriculants. As a group, non-matriculants applied to more colleges, to a wider variety of colleges, and to more out-of-state colleges. Although some of these differences were due to non-matriculant engineering students applying to multiple UC campuses, the results also hold true for other non-matriculants.

Both application and enrollment statistics reflect a sustained interest in out-of-state colleges by non-matriculants. Detailed analysis of this group may show that UC Davis was their in-state back-up school, chosen in case they could not gain admission to their preferred school. The most popular out-of-state schools were colleges in Colorado and Oregon plus a number of selective eastern schools: Cornell, Princeton, Dartmouth, Yale, MIT, Brown and Harvard.

Reasons that non-matriculants gave for choosing other colleges reflect a preference for being in a school with high academic standing that is where they want to be and offers the major they want to study. For a large minority, this preference included being in a relatively small college. Reasonable cost and a specialized college were also of primary importance to some non-matriculants. These preferences led to a great variety of college choices (almost 100 different colleges), indicating the breadth and diversity of applicants' knowledge of alternative programs and institutions.

Students who chose to attend UC Davis did so for a combination of academic and pragmatic considerations. Most wanted a highly-ranked college, preferably one that offered their major or, better yet, was famous for their major. Location was important, as was the atmosphere of the campus. The friendliness of students, the attractive physical layout and landscaping, and the fact that UC Davis was not as big as UC Los Angeles and UC Berkeley were assets for a sizeable number of students.